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The **New**
Western Addition Is
A Good Place To Live

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BOOK

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To Mayor Joseph L. Alioto ...
The San Francisco Board of Supervisors ...
And the U.S. Department of Housing and Urban
Development (HUD) ...

This brochure is respectfully dedicated —
for without all of their assistance the dream of a
New Western Addition
simply could not be coming true.

March, 1971

The **new** Western Addition has already become a good place in which to live. It will become even better in the months to come as more and more housing is completed for and by the community...and as more and more educational, recreational and shopping facilities are also completed.

We in the Western Addition community and in the Redevelopment Agency are especially pleased, not only with the handsome results of the housing—some of which has already won national awards for design—but also because the housing is being constructed for the community to which it belongs.

This booklet is directed to those former or present Western Addition residents who hold or are entitled to Certificates of Preference for the new housing. It is a special invitation to them to return or to remain. But there is also room—as there should be—for others as well.

The New Western Addition Is A Good Place To Live

Any resident of the Western Addition A-2 Redevelopment Area at any time between October 14, 1964, and July 25, 1967, is eligible to hold a Certificate of Preference. For further information, please call or visit the Redevelopment Agency's Western Addition Site Office, 762 Fulton Street, Telephone 922-9100.

In the following pages, you will see the new and rehabilitated developments under construction or very close to construction, as well as the new housing and amenities already in place.

As of this date, some of the new housing developments are almost complete and are accepting applications, so please don't delay.

WAPAC, your Western Addition Project Area Committee (the official representative of the community in redevelopment matters), the Redevelopment Agency staff and your community sponsors of the new housing can only do part of the job.

We can see to it that the new housing is built, but only you can make these houses into homes—and make the new Western Addition a proud place in which to live and raise a family.

Mrs. Audrey L. Smith
Chairwoman
Western Addition Project
Area Committee (WAPAC)

M. Justin Herman
Executive Director
San Francisco
Redevelopment Agency



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The New Western Addition
is a good place to live
1971.



The **New** Western Addition Is A Good Place To Live



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The New Western Addition



More Than Half-Way Home

As most San Franciscans know, the Western Addition is blessed with some of the City's best weather.

It is also within walking distance of the Civic Center and just a quick bus ride from Downtown.

And now its renewal (Western Addition Redevelopment Areas A-1 and A-2) is more than 50 per cent complete.

Just look around —

- St. Francis Square: 299 moderate-priced cooperative homes, sponsored by the International Longshoremen's and Warehousemen's Union and the Pacific Maritime Association along Geary Boulevard, and already a national award-winning model of integration and design.





- The Japanese Cultural and Trade Center: Already a San Francisco landmark because of its distinctive Peace Pagoda along Geary Boulevard, it is not only a new tourist attraction but a handy shopping area.
- St. Mary's Cathedral: Still another new and monumental landmark in San Francisco, at Gough and Geary.
- Kaiser Foundation Health Center: Also along Geary Boulevard, it handles some 45,000 doctor/patient consultations monthly.
- The Raymond S. Kimball Playground: A new 5-acre recreational area at Steiner and Ellis Streets.
- The Hamilton Recreation Center: A 2-block Center which includes a swimming pool and tennis courts, bounded by Scott, Geary, Steiner and Post.



There are dozens of other examples of modern shopping, medical, cultural, educational, religious, housing and recreational developments completed in the 1960s in the Western Addition through redevelopment, such as:

- The Mayfair Market at Geary and Webster, the Lucky Market at Laguna and Eddy, and the Foodland Market at 1300 Eddy Street.
- The Post-Scott Medical Center, the Post-Divisadero Medical Building, and the Community Medical Professional Center—all conveniently located near Mt. Zion Hospital.
- The Westside Public Health Center, at 1301 Pierce Street.
- Jones Memorial Homes, housing for senior citizens, at 1640 Steiner Street.
- The Central Gardens Convalescent Hospital, at 1355 Ellis Street.
- The U.S. Post Office, at 1550 Steiner Street.
- The new Western Addition Public Library, at 1550 Scott Street.
- The dozens of individually rehabilitated homes, such as the restored row of Victorians along Bush Street, between Fillmore and Webster.

Churches, playgrounds, parks and schools also abound in the New Western Addition—making it one of the best-served communities in San Francisco.

In fact, there will not only be a new elementary public school built in the block bounded by Webster, McAllister, Buchanan and Golden Gate Streets, but hundreds of thousands of dollars are currently being spent in innovative programs to bring about educational excellence at both Raphael Weill Elementary School and Benjamin Franklin Junior High School.

There will also be seven new churches built in the New Western Addition.

But, to get a better picture of all that the New Western Addition offers, please turn to the comprehensive centerfold map.





First Unitarian Church addition.



St. Mary's Cathedral.

Yoshiro Taniguchi's Peace Pagoda.



The New Housing

Friendship Village I & Friendship Village II

Strolling through the Friendship Villages, you will be impressed by attractive, new three-story shingled buildings. With only two apartments adjacent to each stairway, their interiors are cheerful and spacious. Huge walk-in closets and separate dressing rooms can be found in many of the apartments, and four-bedroom apartments have two full bathrooms. For homemaking ease, every kitchen is equipped with stove, refrigerator, and garbage disposal, while laundry needs are answered by conveniently located coin-operated facilities. Convenient parking for tenants is also provided.

In the Friendship Villages' center, there is a multi-purpose community building, as well as beautifully landscaped grounds and play areas. Buchanan Street itself will be converted into a pedestrian mall (no more traffic hazards for children!). Interesting landmarks in the area will be retained, such as the historic Russian Holy Virgin Cathedral, located at 864 Fulton Street, near Friendship Village II, and the facade of Engine Company # 14's old fire house on McAllister Street, which provides a unique entrance way to the entire area.

Number of Units: 158

Location: Fillmore, Fulton, Buchanan and McAllister Streets.

Housing Sponsor: First Friendship Institutional Baptist Church.

Architect: Bulkley & Sazevich

Contractor: Williams & Burrows, Inc.

For further information:

San Francisco Redevelopment Agency

Western Addition Site Office

762 Fulton Street, San Francisco

Telephone: 922-9100





Prince Hall Apartments

Uniquely designed by one of the nation's top Black architectural firms, Prince Hall Apartments will consist of three-story buildings in wood frame and California stucco. Each apartment will have its own private entrance, and some units will be constructed on two levels. Larger, ground floor apartments will have private, enclosed patios. All apartments will come equipped with stove, refrigerator, and garbage disposal, and open and closed parking facilities will be conveniently located. A coin-operated laundry room will look out on a play area for easy supervision of small children.

Prince Hall, a Barbados native, was the founder and first Grand Master of a Black Mason Grand Lodge. The Lodge was formed in Boston in 1791.

The new housing replaces blighted commercial properties including some which dated back to before the 1906 earthquake and fire. The Congregation Keneseth Israel orthodox synagogue on the Webster Street side of the block will remain.

Number of Units: 92

Location: Fillmore, McAllister, Webster and Golden Gate.

Housing Sponsor: Most Worshipful Prince Hall Grand Lodge, F. & A.M.

Architect: Kennard & Silvers, A.I.A.

Contractor: Winston A. Burnett Construction Company



For further information:

San Francisco Redevelopment Agency

Western Addition Site Office

762 Fulton Street, San Francisco

Telephone: 922-9100

Marcus Garvey Square

Marcus Garvey Square will provide residents with all the amenities of gracious living. Spacious decks will complement the luxury studio, one- and two-bedroom apartments, while three- and four-bedroom apartments will be housed in tri-level townhouses with private yards. All apartments will have built-in kitchens, complete with stove, refrigerator, and garbage disposal. There will also be space for individual washers and dryers in townhouse units should residents care to install them. For those preferring separate facilities, coin-operated laundry rooms will be conveniently located. Marcus Garvey Square will also have a community building with a fully-equipped kitchen for community parties and a balcony that "seconds" as a stage.

The development is named for the famous Black leader and philosopher who dedicated his life to the universal love and freedom of his people.

Number of Units: 101

Location: Pierce, Eddy, Steiner and Ellis Streets.

Housing Sponsor: Fillmore Community Development Association.

Architect: Whisler/Patri Associates

Contractor: Winston A. Burnett Construction Company

For further information:
San Francisco Redevelopment Agency
Western Addition Site Office
762 Fulton Street, San Francisco
Telephone: 922-9100



Loren Miller Homes

Named for a famous Black newspaper editor in California, Loren Miller Homes will offer a prime opportunity for relaxed living. Privacy will abound, with each unit having its own entrance and individual yard—both front and back in some cases. Facing the future beautifully-landscaped Buchanan Street Mall, the multi-level three and four bedroom townhouses will boast attractive roof gardens, providing a bit of country in the heart of the city. And building exteriors will be in San Francisco-style stucco with wooden fencing for a neat and cheerful effect.

Inside, there will be generous closet space, with separate dressing rooms in the studio apartments. Complete built-in kitchens will include stove, refrigerator, and garbage disposal, for easy, efficient housekeeping. Worried about laundry? Coin-operated facilities, adjacent to a community play area will be available to all Loren Miller Homes residents. And parking? You will find that one of the major nuisances of city life will be eliminated with provision of plentiful outdoor parking sites convenient to all homes.

Number of Units: 107

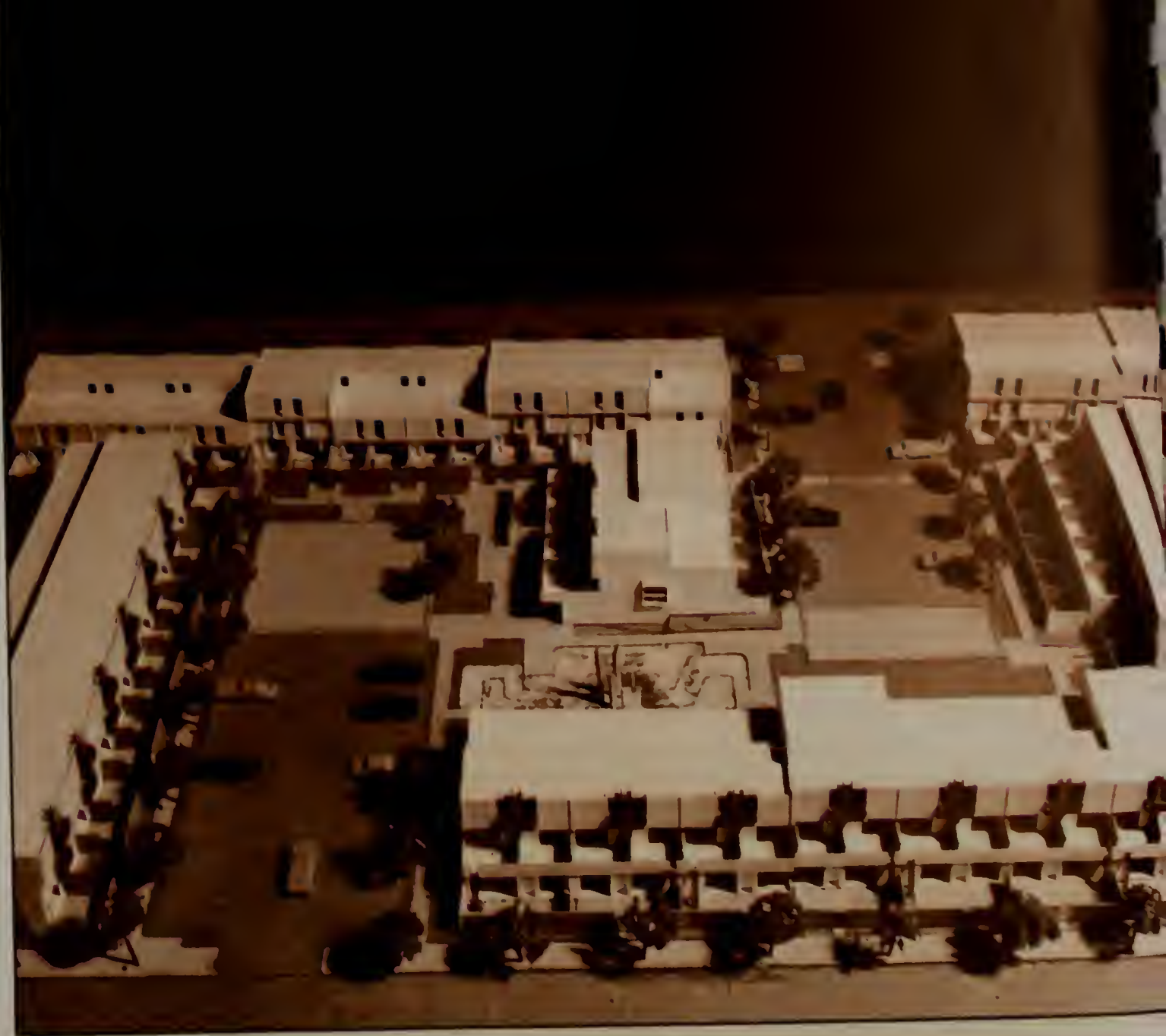
Location: Buchanan, Fulton, Laguna and McAllister Streets.

Housing Sponsor: Labor Assembly for Community Action.

Architect: Wasserman-Herman Associates

Contractor: Maisin-Taylor Associates Inc.

For further information:
San Francisco Redevelopment Agency
Western Addition Site Office
762 Fulton Street, San Francisco
Telephone: 922-9100





Thomas Paine Square

Those who relish large amounts of open space will be impressed by Thomas Paine Square, named for one of the courageous "architects" of the American Revolution of 1776. The interior of the square will contain neatly landscaped open spaces where children can play and adults stroll safely and conveniently. Laundry facilities and a community meeting room will also be situated in this central area so that parents can easily oversee children playing outside. The residences themselves will be shingled flats and townhouses, located in two- and three-story wood frame structures. Many of the townhouses will have private patios, and individual balconies will enhance some of the flats.

As for location, Thomas Paine Square couldn't be more convenient. It will have virtual door-to-door access to an already existing child care center at 1015 Laguna Street, and will be only one block from the neighborhood stores, and two blocks from the new and exciting Fillmore Center. In addition, Thomas Paine Square is across the street from both Jefferson Square Park and Margaret S. Hayward Playground.

Number of Units: 98

Location: Buchanan, Golden Gate, Laguna and Turk Streets.

Housing Sponsor: Building Material & Construction Teamsters, Local 216

Architect: McGuire & Eatough, A.I.A.

Contractor: Rothschild & Raffin, Inc.

For further information:

San Francisco Redevelopment Agency
Western Addition Site Office
762 Fulton Street, San Francisco
Telephone: 922-9100

The New Western Addition

Legend:

Shown in **Black** — Completed

Shown in **Blue** — New Housing and Other Developments
Described in These Pages

Shown in **Red** — Even More Housing and Other
Developments To Come in the Future





Malcolm X Square

Malcolm X Square will be a "repeat" of a widely-praised design used earlier for Marcus Garvey Square three blocks away. It will have all the amenities of gracious living, including spacious decks and full built-in kitchens, in a range from studio to four-bedroom apartments. The square will be designed expressly to fit the community's needs. (See Marcus Garvey Square, page 7.)

Malcolm X Square is named for the famous Black leader whose life was tragically cut short by assassination. Once a well-known separatist, Malcolm X before his death proclaimed that peaceful integration was the only hope for all races. To the young especially, he is a sym-

bol, as Marcus Garvey was to an older generation, of Black pride, achievement and dignity.

Number of Units: 76

Location: Webster, Turk, Buchanan and Eddy Streets.

Housing Sponsor: Fillmore Community Development Association.

Architect: Whisler/Patri Associates

Contractor: Not yet selected.

For further information:

San Francisco Redevelopment Agency

Western Addition Site Office

762 Fulton Street, San Francisco

Telephone: 922-9100



Third Baptist Gardens

For those who like the convenience of one level living, Third Baptist Gardens will have a special appeal. All units are designed as flats, with only two to a landing to insure space and privacy. Outside stairways leading to individual entrances create the effect of a private home, while a locked gate on the ground floor and two-way intercoms in each unit ensure security. (Residents of flats on the second and third floors will be able to survey callers from their landings.)

Inside, Third Baptist Gardens will also be unusual. All flats will be equipped with individually controlled warm air furnaces for comfort throughout the year. Three bedroom units will offer one and one-half baths while four bedroom units possess two full baths. And all apartments will have foyers which will, in the larger units, provide access to every room. (No more inconvenient trips through the living room to reach the kitchen, bedroom, or bathroom!)

Third Baptist Gardens will border the attractive new Buchanan Street Mall. In addition, larger units will be situated close to pleasant play areas for the convenience and peace of mind of families with small children.

Number of Units: 103

Location: Buchanan, McAllister, Laguna and Golden Gate.

Housing Sponsor: Third Baptist Church.

Architect: Marquis & Stoller, A.I.A.

Contractor: Maisin-Taylor Associates, Inc.

For further information:

San Francisco Redevelopment Agency

Western Addition Site Office

762 Fulton Street, San Francisco

Telephone: 922-9100





Western Park Apartments

Senior citizens will have nearly all their needs fulfilled in the Western Park Apartments, designed especially for them. There will be 183 apartments in all, divided between a 13-story high-rise with panoramic views and several two-story wood and concrete buildings. At the ground floor of the tower, near the elevator, are meeting and hobby rooms, an outdoor courtyard, and a multi-purpose room where nutritious dinners at reasonable prices will be served Monday through Friday. A second floor lounge and adjoining laundry room for use of all Western Park Apartment residents will open to a roof garden over the multi-purpose room. At-home cooking will be a breeze, thanks to the fully-equipped kitchens (stoves, refrigerators, and garbage disposals) in every unit.

Western Park Apartments is the second Northern California Presbyterian Homes project in the Western Addition. The Sequoias-San Francisco retirement complex at Geary Boulevard and Octavia Street, was completed in January, 1969. Its kitchen will be used to prepare the food for Western Park residents.

Number of Units: 183

Location: Ellis and Laguna Streets.

Housing Sponsor: Northern California Presbyterian Homes, Inc.

Architect: Thomas Hsieh, A.I.A.

Contractor: Williams and Burrows, Inc.

For further information:

San Francisco Redevelopment Agency
Western Addition Site Office
762 Fulton Street, San Francisco
Telephone: 922-9100

Rendering of Univista Apartments,
after rehabilitation



Univista Apartments

Through rehabilitation, three large apartment buildings comprising Univista Apartments will soon become sought-after places in which to live. Extensive face-lifting will modernize where it counts while retaining the characteristics that lend flavor and space to older buildings. One building will contain 12 studio and one-bedroom apartments, while the other two, converted from studio and one-bedroom units, will house 12 large family apartments of three- and four-bedrooms. Rooms throughout will be spacious. In the larger apartments there will be two full bathrooms; walk-in closets will be in every unit. Existing oak flooring will be refinished, and new carpeting will be in all public halls and stairways. Univista Apartments will be attractively landscaped, for exterior as well as interior living pleasure. A small, inti-

mate courtyard will connect two of the buildings, and a large area at the rear will be designed for outdoor recreation. This area will also provide offstreet parking.

Number of Units: 24

Location: 1330, 1340, 1350 Turk Street, between Fillmore and Webster.

Housing Sponsor: Unified Community Development Corporation, Western Addition Community Organization, Northern California Presbyterian Homes, Inc.

Architect: Drosihn & Kassovic, A.I.A.

Contractor: Otto Albright

For further information:
San Francisco Redevelopment Agency
Western Addition Site Office
762 Fulton Street, San Francisco
Telephone: 922-9100

Wesenholly Apartments

If your taste runs to older architectural styles, you will be interested in Wesenholly Apartments, occupying three existing buildings soon to be rehabilitated. Located on three separate blocks, each contains three stories and a basement.

After rehabilitation, these buildings will couple the charm of the old with the convenience and efficiency of the new. Large rooms with walk-in closets and bay windows will recall a bygone period of construction. On the other hand, totally remodeled modern bathrooms and kitchens (complete with vinyl flooring) will attest to the streamlined designs of contemporary interior decorating. Each building will have private landscaped gardens and laundry and storage facilities, as well as ample space for parking in ground level basement areas.

The rehabilitation of these buildings, to provide first rate housing for all incomes, is being made possible through the sponsorship of Wesenholly, Inc., a non-profit community group.

Number of Units: 30

Location: 950 Fulton Street, 1329 Pierce Street, 1860 Turk Street.

Housing Sponsor: Wesenholly, Inc.

Architect: Whisler/Patri Associates

Contractor: Ernie L. Lowe

For further information:

San Francisco Redevelopment Agency
Western Addition Site Office
762 Fulton Street, San Francisco
Telephone: 922-9100



Wesenholly Apartments,
before rehabilitation





Banneker Homes

This attractive development was the first new low and moderate priced housing to be completed in the Western Addition A-2 redevelopment area. It was built on the old Acme Brewery site, and the architect preserved portions of the old brewery, including a huge vat and a large water tower in the courtyard. Banneker Homes—named for Benjamin Banneker, a long-overlooked Black mathematician, inventor, astronomer, and city planner who designed the layout of Washington, D.C.—has already won the U.S. Department of Housing and Urban Development's highest award for design.

Painted in bright colors of orange, coppertone, yellow, and ginger, Banneker Homes is already an easily found new landmark in the Western Addition. It was also rented fully within days of its completion in early 1970, but vacancies do occur and preference is given to former and present residents of the Western Addition redevelopment areas.

Number of Units: 108

Location: Webster, Grove, Buchanan and Fulton Streets.

Housing Sponsor: Macedonia Missionary Baptist Church.

Architect: Joseph Esherick, A.I.A.

Contractor: Williams and Burrows, Inc.

For further information:

San Francisco Redevelopment Agency

Western Addition Site Office

762 Fulton Street, San Francisco

Telephone: 922-9100





Martin Luther King Square

Modern, striking, bright and attractive, Martin Luther King Square's three-story apartment houses line a landscaped central mall, with generous open spaces and play areas. This already widely applauded development—built on the old Foster & Kleiser commercial block—was the second low and moderate priced housing to be completed in the Western Addition A-2 redevelopment area.

Named, of course, after one of history's greatest Americans, it is a fitting tribute to a man who had a dream of a better future for all. Martin Luther King Square was fully rented shortly after its completion in early 1970, but vacancies do

occur and preference is given to former and present residents of the Western Addition redevelopment areas.

Number of Units: 110

Location: Pierce, Turk, Steiner and Eddy Streets.

Housing Sponsor: Fillmore Community Development Association, Mortimer Fleishhacker Foundation

Architect: Kaplan & McLaughlin, A.I.A.

Contractor: Winston A. Burnett Construction Company

For further information:

San Francisco Redevelopment Agency

Western Addition Site Office

762 Fulton Street, San Francisco

Telephone: 922-9100



And Even Still More Housing To Come!

During 1971 and 1972, construction will also begin on nine more developments sponsored, built, owned and managed by the community for the community of the Western Addition—similar to the housing shown on the preceding pages.

The sponsors, number of units and locations of this housing are:

1. Bethel A.M.E. Church (384 units)—Laguna, Fulton, Gough and Golden Gate.
2. Laguna-Grove Development Inc. (100 units)—Buchanan, Ivy, Laguna and Fulton Streets.
3. El-Bethel Baptist Church, Inc. (248 units)—Steiner, McAllister, Fillmore and Golden Gate.
4. Johnson Development Company (132 units)—Fillmore, between Bush and Sutter Streets.
5. Jones Memorial Homes, Inc. (141 units)—Steiner, Post, Fillmore and Sutter Streets.
6. Beale Eye Foundation (68 units)—Fillmore, Post, Webster and Sutter Streets.
7. Japanese-American Religious Federation of San Francisco (180 units)—Laguna, Post, Octavia and Sutter Streets.
8. Turk Development Company (100 units)—Pierce, Turk and Steiner Streets; Divisadero, Ellis, Beideman and O'Farrell Streets.
9. Community Estates (110 units)—Steiner, Sutter and Fillmore Streets.

Construction is also expected to begin on 200 scattered public housing units in the next two years.

When completed, the New Western Addition will have more than 3,670 new housing units for and by the community—in addition to another 2,600 rehabilitated homes.



Diagrammatic floor plan of four-bedroom unit, Third Baptist Gardens—typical of new Western Addition housing.



The Fillmore Center

The heart of the New Western Addition will be the Fillmore Center, a bustling seven blocks along Fillmore Street—shops, restaurants, entertainment facilities, offices, housing, parking and probably a hotel.

A common thread joining these activities will be an emphasis on Black history and culture. In fact, the Fillmore Center could very well become a national focal point for Black Americans at the same time that it attracts the interest of people of all races and backgrounds.

In keeping with this, the San Francisco Black Cultural and Trade Center, sought for years by the San Francisco African-American Historical and Cultural Society, will be developed, housing conference rooms, library, classrooms, exhibit halls and more.

The John Hale Medical Society will develop a medical complex in the Fillmore Center, and the Queen Adah Chapter of the Eastern Star will build 143 units of senior citizen housing.

In addition, there will be 500 units of other housing. The Fillmore Merchants Association will be accommodated, and the Center will be open on a non-discriminatory basis to undertakings for the benefit of people of all races—as developers, owners, employees, managers and customers.

Bounded by Webster, Turk, Steiner, and Myrtle Streets (see centerfold map), the Fillmore Center will be a highly desirable area in which to live, work, learn and enjoy oneself.





The Nihonmachi

The Nihonmachi, meaning "Japan Town," will be a dramatic complex of residential and commercial dwellings just north of the Japanese Cultural and Trade Center. The Japanese-American community has been a significant part of the Western Addition since shortly after the earthquake and fire of 1906. Their homes and shops have been centered in the Nihonmachi redevelopment area—the four blocks bounded by Webster, Post, Laguna and Bush Streets.

The Nihonmachi program involves a pattern of landscaped areas and walks suggestive of the color, intimacy, and human scale of attractive shopping/residential areas of old Japan. Buchanan Street will be closed to create two major malls connected by Japanese

pedestrian bridges.

Among the new buildings will be a Japanese Community Center and the TOHO Theater, showing Japanese films, plus shops, restaurants and homes.

Crowning all this will be the Nihonmachi Tower, a symbol of the friendship between the people of Japan and those of this country, and a testament to the contributions that the Japanese-American community have made to the city of San Francisco.

Although the emphasis is Japanese, the Nihonmachi will also be open on a non-discriminatory basis to undertakings for the benefit of people of all races—as developers, owners, employees, managers and customers.



The Western Addition Community Tree

The broad-leaved evergreen shown here was offered by the San Francisco Redevelopment Agency to the Western Addition community as a symbol of positive living growth and as a thing of beauty. It is a very special tree, of long life and of many dedications.

It was first dedicated at the Martin Luther King Square groundbreaking.

This community tree has been and will be present at the groundbreaking of each major development of housing by and for Western Addition residents. Each new development's name is inscribed onto a brass plaque.

In between times, it will be displayed throughout the Western Addition, where it can be tended and enjoyed by the people whose new and renewed community the tree symbolizes.

WESTERN ADDITION
PROJECT AREA COMMITTEE

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